

# Strategies for the Collaborative Cultivation of Ideological and Moral Education and Innovation-Entrepreneurship Education in Higher Education Institutions

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**Abstract:** *In response to China's economic development strategy and the evolving demands of regional economic growth, higher education institutions are increasingly called upon to integrate ideological and moral education with innovative and entrepreneurial pedagogical approaches. This integration aligns with national policies aimed at the comprehensive development and cultivation of key talent. Promoting the synergistic integration of ideological education with innovation and entrepreneurship education serves to open new pathways for college students' innovative thinking and entrepreneurial engagement, while also preparing them to meet emerging challenges. Consequently, universities must undertake orderly deployment in accordance with China's educational policies and philosophical frameworks. Through rigorous planning and the establishment of innovative educational paradigms within the ideological education system, institutions can develop a robust foundational framework for high-quality education. Such efforts will ultimately contribute to cultivating a greater number of highly optimized and independently innovative talents to serve China's continued development.*

**Keywords:** Universities; Ideological and moral education; Double innovation education; Collaborative education.

## 1. CHARACTERISTICS OF COLLABORATIVE EDUCATION

### 1.1 Systematic Characteristics

Colleges and universities should adhere to the principle of continuously optimizing the cultivation of innovative talents, allowing students to continuously tap into their potential through their own creativity, and improve their potential for independent entrepreneurship through learning and setting goals. In other words, due to the individual differences of each student, the collaborative education model should provide new solutions for cultivating innovative and entrepreneurial talents in the entire education deployment. It is necessary to fully control students' cognitive level, and combine the characteristics of China's transformation and development to improve mutual exchange, sharing and win-win, solidarity and cooperation among students, so as to achieve the concept of integrated education.

### 1.2 Openness Characteristics

Collaboration and communication among students is an inevitable process of information output. By exchanging information and adjusting one's overall knowledge and information structure, and through mutual assistance, the overall skills and literacy of college students can be extended.

### 1.3 Interactive Characteristics

During the process of communication and exchange, students will make fluctuations in their thoughts based on the information they receive. When engaging in knowledge exchange and sharing with others, new ideas can be opened up and enhanced.

### 1.4 Fusion Features

Students have different knowledge points and concerns in the process of learning. Through communication, students can share their key knowledge and concepts with each other, maximize the sharing of their existing knowledge and newly learned content, and enable each student to open up new levels of knowledge.

## **2. THE NECESSITY OF COLLABORATIVE EDUCATION BETWEEN IDEOLOGICAL AND MORAL EDUCATION AND ENTREPRENEURSHIP EDUCATION IN UNIVERSITIES**

Unique innovation and entrepreneurship are important components of ideological and moral education. Creating innovative thinking patterns for innovation and entrepreneurship, and actively encouraging innovation and entrepreneurship in ideological and moral education in universities, can push the entrepreneurial autonomy of university students to a new peak. On the one hand, it can promote social innovation, and on the other hand, it can improve employment. At present, for college students, innovation and entrepreneurship need to have unique characteristics in order to have a market and development space. Innovation and entrepreneurship were initially considered as tools for making money by using technology to create products, requiring an understanding of the nature of sales and research and development. Through learning and communication, I have learned that technological strength is the fundamental energy of business incubators, and collaborative education can better meet the supply and demand of the market. Relatively speaking, the development of technology innovation and entrepreneurship education for college students started relatively late, and it is necessary to teach students how to innovate and how to take the conventional to the extreme. The primary issue that contemporary students need to face is the need for students to have the ability to adapt to the market in the process of entrepreneurship education, rather than passively waiting for opportunities, lacking a strong sense of exploration, and unable to create better commercial value. Moreover, without a professional team to provide guidance, innovation and entrepreneurship education programs will not achieve outstanding results and significantly improve students' abilities. Therefore, in the process of carrying out collaborative education, universities should give full play to students' entrepreneurial motivation through ideological and moral education, so that students can develop innovative concepts of daring to work hard, courageously move forward, and forge ahead, and better meet the new opportunities and challenges brought by entrepreneurship and innovation education. As a result, the education level in China continues to improve, gradually pushing students with strong technical abilities directly to entrepreneurial projects. Through the cultivation of abilities and innovative thinking, more entrepreneurial projects can be carried out.

## **3. STRATEGIES FOR COLLABORATIVE CULTIVATION OF IDEOLOGICAL AND MORAL EDUCATION AND INNOVATION EDUCATION IN HIGHER EDUCATION INSTITUTIONS**

### **3.1 Establish the concept of collaborative education**

In traditional ideological and moral education classrooms, many situations are taught by teachers as the main body, in the form of indoctrination, which makes students passively accept the knowledge imparted, resulting in little opportunity for students to actively speak up and engage in independent thinking. This kind of ideological and moral classroom has caused students to lose interest in this subject, resulting in increasingly low educational efficiency in the classroom. College students' cognition of things is mainly based on visual thinking, which requires teachers to combine students' cognitive laws and make effective adjustments to educational strategies. By using information technology to create interesting educational situations, familiar things from life can be introduced into the classroom, which helps students understand ideological and moral knowledge, and can also integrate entrepreneurship and ideological and moral education into it. Educational evaluation, as one of the very important components of ideological and moral education in universities, teachers are easily restricted by the exam oriented education ideology. In the process of conducting educational evaluation, teachers tend to overly focus on students' performance in terms of scores, often neglecting the efforts that students put in during learning. In the process of evaluating educational evaluation standards, teachers are accustomed to judging the quality of students based on their scores. In fact, all students have different growth environments, and there are also certain differences in their performance in terms of ideological and moral learning. Teachers who only focus on grades can easily lead to students' rebellious mentality. Some students who study hard but do not achieve good grades are easily affected, which will have a negative impact on their ideological and moral development to a large extent. Utilize the potential advantages of the project through effective entrepreneurship and innovation education, and guide students to write business plans with the correct value orientation. Under the guidance of the Higher Education Department of the Ministry of Education, the collaborative education project of industry university research cooperation is carried out, which includes four categories: the construction of practical conditions and bases, innovation and entrepreneurship education reform, new engineering construction, and the reform of teaching content and curriculum system. The construction of practical conditions and bases will revolve around entrepreneurship and innovation education, utilizing big data technology, virtual reality technology, and

ideological and moral education in universities to conduct personalized evaluations of students. Through these evaluations, students will be taught according to their aptitude, effectively improving the quality of teaching. Universities can establish an organizational structure, such as an innovation club, which can actively engage in innovation and entrepreneurship. Through systematic ideological and moral education guidance, students in school can gain a profound understanding of the benefits that entrepreneurship and innovation education brings to their own value realization, as well as the contributions it makes to the development of the country and society.

At present, China is in a new concept and situation of economic system reform, mass entrepreneurship, and innovation. Therefore, universities should closely follow the national call and the pace of economic development, explore the integration of ideological education into innovative education, and actively guide innovative education. At present, many universities are also in the process of practice and cannot better utilize the concept of entrepreneurship and innovation education. This is because the integration of entrepreneurship and innovation education with ideological and moral education has not been perfect, and entrepreneurship and innovation education is seen as a simple and singular task. The shaping of high-quality ideological qualities and the cultivation of a proactive and innovative spirit among contemporary college students are in line with the needs of social development to cultivate comprehensive talents, and also reflect the new ideas and policies of contemporary educational values and the concept of entrepreneurship and innovation education. Integrating entrepreneurship and moral education into the teaching of ideological and moral education in universities can effectively enrich the content of ideological and moral textbooks, and is also an important guarantee for improving the quality of ideological and moral education in universities. As educators in today's new era, teachers need to constantly change their educational philosophy. During the teaching process, they should fully emphasize the importance of entrepreneurship and moral education. In daily life, they should also have good communication and interaction with students, build harmonious teacher-student relationships, and create a life oriented educational environment through the use of information technology. In addition, by organizing collaborative exploration activities with entrepreneurship and moral education as the core, we can truly achieve the ultimate goal of this educational work and further promote the development of students' comprehensive literacy. The educational policy of collaborative education between ideological and moral education and entrepreneurship education in universities needs to be effectively combined, cooperated with each other, and actively implemented. Only by adhering to this collaborative education policy can better cooperation and development be achieved in participating in various practical activities of society, and the innovative guiding ideology of optimizing university education be more reflected.

### **3.2 Create a campus cultural environment**

Schools should create a high-quality cultural environment for students, which includes a series of campus cultures such as school landscapes, teaching equipment, interior decoration, and outdoor building systems. In the process of establishing these infrastructures, campus culture can be used as a transmission carrier to enable students to better integrate into the school's educational philosophy. Colleges and universities will infuse the spirit of ideological and moral education and entrepreneurship education into every corner of campus life, so that college students can be influenced and deeply aware of innovation and entrepreneurship during their school life and learning process, creating an atmosphere for their future development. Schools can organize innovation and entrepreneurship competitions and various high-quality projects to create a strong cultural environment for innovation and entrepreneurship, allowing students to feel innovation education around them at all times and in all places.

Starting from course teaching, it is necessary to pay more attention to the reasonable application of teaching methods and the active development of diverse resources in the actual implementation of university course teaching. Starting from the perspective of ideological and moral education in the classroom, it is very important to appropriately implant some ideological and moral education content during the teaching process, which is more conducive to deepening mutual understanding between teachers and students. At the same time, it facilitates teachers to understand students' thoughts, learning progress, and effectiveness in the process of learning this course. Building a micro teaching platform based on the teaching objectives of ideological and moral education can facilitate the enrichment of teaching resources, integrate them into public classroom teaching, and bring better teaching experience to teachers and students. For micro teaching platforms, they are education and teaching platforms built on the basis of network information technology and computer systems. At the same time, various types of resources and materials can be transmitted to students from this teaching platform on the network platform. In the process of combining ideological and moral education with vocational education, some teaching content is based on various types of teaching organizational forms on micro teaching platforms. It can gradually become the starting point, material, and resource for classroom ideological and moral education, and also meet the integration

and penetration between ideological and moral education and professional education, so that these two resources can be fully combined and utilized.

### **3.3 Building a collaborative education curriculum**

The fundamental goal of ideological and moral education in universities is to guide students to form unique innovative thinking. Under the tree of innovation and entrepreneurship, high-quality fruits will bear fruit, which requires high-quality soil for cultivation. Universities are such high-quality soil, and ideological education is a fertile nutrient. The correct political beliefs and firm political stance, as well as the correct decisions to optimize political and ideological education, are important key points in building a collaborative education curriculum. In the specific manifestation of entrepreneurship and innovation education, students' ideological education is rationalized and innovated through the guidance of ideological education by university teachers. Innovation and entrepreneurship in universities is a process of active innovation and development, which requires contemporary college students to have a positive attitude, strive to optimize their innovation foundation, increase their professional knowledge and skills in innovation education, and actively integrate into innovation and entrepreneurship related learning. College students already have a strong sense of self-awareness. In organizing and carrying out ideological and moral education activities in universities, teachers must attach importance to communication and interaction with students, establish harmonious teacher-student relationships, which can be regarded as the basic content of entrepreneurship and moral education. Teachers must maintain the same height as their students to avoid creating a sense of distance between them, and also maintain close communication and interaction with them, paying attention to their behavior and manners in learning, and becoming good teachers and friends to their students. In the process of direct teaching, teachers need to conquer students based on their own broadcasting knowledge, pass on their own knowledge reserves to students, which is more conducive to establishing a more complete knowledge system framework for students in learning the subject of ideology and morality. In practical life, teachers also need to maintain close relationships with students, so as to deal with various problems encountered by students in their daily lives. Listening attentively to students' inner thoughts is more helpful for them to deal with various problems that arise during adolescence. Under the influence of such a good relationship, students will actively cooperate with moral and ethical teachers to complete various educational activities at the university level, and respect other viewpoints put forward by teachers.

### **3.4 Organize collaborative educational activities**

In the process of carrying out innovation and entrepreneurship practice activities, universities should promote innovation and entrepreneurship activities vigorously, encourage college students to start businesses, create entrepreneur associations and clubs for students, and build platforms such as entrepreneurship parks and incubators that are conducive to student development. Entrepreneurial mentors shoulder social responsibility in the teaching process of collaborative education between ideological and moral education and entrepreneurship education. Through the effective integration of theory and practice, they carry out effective and organized collaborative education in the process of organizing collaborative education practice activities, comprehensively promoting the seamless connection between students' innovation and entrepreneurship from theory to practice, and from school to school. Better reflect the collaborative education teaching model, which can demonstrate its planning process and effective applicability in contemporary education. Therefore, professional entrepreneurship mentors in schools must grasp the theoretical foundation of students when conducting theoretical summaries. By combining it with ideological and moral education, college students can be fully prepared on campus, and the theoretical knowledge they have learned can be fully integrated with off campus practice, so that students can unleash their creativity and pioneering spirit in the role of theory and practice. With such sufficient preparation to embrace the future, Chinese college students in the new era who face society will surely be at the forefront of innovation and entrepreneurship, and strive to be pioneers.

## **4. CONCLUSION**

Based on the above viewpoint, the collaborative practice of ideological and moral education and entrepreneurship education in universities is an important criterion for testing the cultivation of morality and talent. The coordinated cultivation of ideological and moral education and entrepreneurship education aims to further improve the quality of high-quality talent education and training in universities. Colleges and universities need to actively explore education, scientifically analyze education, carry out in-depth education reforms in response to current education problems, and provide practical guarantees for the steady development of the coordinated cultivation of ideological and moral education and entrepreneurship education.

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